

*\*Data compiled between Jan. 1, 2024-Dec. 31, 2024*

## **PIX11.com**

Monthly pageviews: 4.2 million

***The following is NYC only***

Median Age: 45

Gender:

- Women - 57%
- Men - 43%

Location:

- Queens - 28%
- Brooklyn - 27%
- Bronx - 23%
- Manhattan - 18%
- Staten Island - 4%

Ethnicity:

- White - 49%
- Black/African-American - 31%
- Asian - 10%
- Hispanic - 32%

Top Backgrounds:

- African - 18%
- Irish - 12%
- Puerto Rican - 12%
- Italian - 9%
- Dominican - 9%
- German - 8%
- South American - 5%

## **PIX11+**

Monthly impressions: 190,000

Age: N/A

Gender: N/A

Location: N/A

Ethnicity: N/A

Background: N/A

## **PIX11 Social**

### **Facebook**

Followers: 1.2 million

Age:

- 18-24 - 4.2%
- 25-34 - 23.8%
- 35-44 - 26.4%
- 45-54 - 19.5%
- 55-64 - 13.7%
- 65+ - 12.4%

Gender:

- Women - 51.2%
- Men - 48.8%

Location:

- NYC - 19.6%
- United States - 60.4%

Ethnicity: N/A

Background: N/A

### **Instagram**

Followers: 238,263

Age:

- 18-24 - 5.2%
- 25-34 - 20.2%
- 35-44 - 33.2%
- 45-54 - 24.2%
- 55-64 - 11.8%
- 65+ - 5.4%

Gender:

- Women - 61.8%
- Men - 38.2%

Location:

- NYC - 38.5%
- United States - 80.8%

Ethnicity: N/A

Background: N/A

### **YouTube**

Subscribers: 288,280

Views: 50.4 million

Age:

- 13-17 - 0.7%
- 18-24 - 7.6%
- 25-34 - 17.8%
- 35-44 - 21%
- 45-54 - 18.6%
- 55-64 - 17.8%
- 65+ - 16.5%

Gender:

- Women - 33.4%
- Men - 66.2%
- Unspecified - 0.5%

Location:

- NYC - 15.8%
- United States - 79.2%

Ethnicity: N/A

Background: N/A

**Twitter**

Followers: 115,100

Age:

- 13-17 - 0.2%
- 18-24 - 11.4%
- 25-34 - 34.4%
- 35-44 - 21%
- 45-54 - 18.8%
- 55-64 - 7.8%
- 65+ - 6.4%

Gender:

- Women - 37.5%
- Men - 61.8%
- Unspecified - 0.7%

Location:

- NYC - N/A
- United States - 90.3%

Ethnicity: N/A

Background: N/A